

SOLICITATION NUMBER	SOL-306-16-000012/OPPD
ISSUING DATE	January 20, 2016
CLOSING DATE	February 02, 2016
POSITION TITLE	Senior Development Outreach and Communication Specialist (Advisor)
NUMBER OF POSITIONS	Single
MARKETING VALUE	GS-14 (\$86,399 - \$112,319) In addition, this post has 35% post differential and 35% danger pay
ORGANIZATIONAL LOCATION OF POSITION	USAID/ Afghanistan
DIRECT SUPERVISOR	Project, Program and Development Office Director
SUPERVISORY CONTROL	Position supervises and manages an American and three Locally Hired Employees (Information Specialist and Information Assistants).
PERIOD OF PERFORMANCE	13 months with an option for renewal.
SECURITY ACCESS	Secret level clearance
AREA OF CONSIDERATION	U.S. CITIZENS/U.S. RESIDENT ALIENS ONLY.

Background:

USAID/Afghanistan is the largest Mission in the world and manages one of the most complex development programs in one of the most demanding environments. The program, with a multi-billion dollar portfolio, includes a broad range of activities including agriculture, economic growth, education, government-capacity building, health, infrastructure, and women's empowerment. USAID/Afghanistan shares its messages with various audiences in many ways—including public information and publicity materials prepared for general audiences and visitors; story placement with local and international television, radio, print and other electronic media; and Outreach programs and events, such as public affairs campaigns and public events.

Basic Functions of the Position:

The Senior Development Outreach and Communications Specialist (Advisor) manages a wide range of public information and outreach activities in support of USAID/Afghanistan's programs and objectives, targeting information to specific audiences in both the United States and Afghanistan in accordance with the Mission's public strategy.

This position requires close collaboration with the Embassy Public Affairs Section, Mission Director and Deputy Mission Directors, and Mission Program and Technical Offices and staff the Department of State, the Legislative and Public Affairs Office (LPA) in Washington, D.C. and numerous other contributors to USAID communications and serves as an advisor on public-information, news- media relations, and outreach matters.

The incumbent builds and maintains relationships with international and local media entities, and public outreach staff of USAID implementing partners. The incumbent must be a strong writer, editor, media technologist, skilled manager and possess excellent interpersonal abilities. The incumbent coordinates information dissemination, journalism outreach, and public events within the Mission, in collaboration with USAID technical offices, Embassy Public Affairs Office other counterpart offices; and with non-USG organizations. The incumbent drafts and gains approval of the Mission's Communications Strategy.

The incumbent serves as USAID/Afghanistan's primary focal point for foreign journalists and media representatives and he/she may also be assigned responsibility for particular issues of USAID/Afghanistan strategic priorities. The incumbent assesses the journalistic information requirements and ensures these are met by providing the best available information and access to sources designed to provide a balanced picture of the topics or issues the journalists wish to explore and report in relation to USAID/Afghanistan's development objectives. The incumbent develops and maintains close working relationships with individual foreign journalists, media outlets, implementing partners and promotes their understanding of official USAID/Afghanistan's policies and actions. The incumbent also provides information from other sources that help explain American society, institutions, and culture in general to foster greater accuracy and balance in foreign media attempts to interpret, describe, and depict USAID/Afghanistan's strategies and policies. The incumbent provides expert advice and guidance in accessing, validating, interpreting, and applying a

wide range of information resources. The incumbent continually reviews Agency policies, guideline, protocols, literature and surveys to keep abreast of issues, trends, and developments affecting the dissemination of USAID/Afghanistan's information to foreign audiences.

The incumbent reviews the accuracy and adequacy of information provided to the foreign journalists and media who develop material intended for audiences from the Development, Outreach and Communication unit works to improve the quality of available information resources and develop additional ones in response to specific requests or emergent policy developments.

Major Duties and Responsibilities:**A. Communications Management and Strategic Planning:**

The incumbent is responsible for contributing to policies and procedures for Mission communications and outreach that clarify roles and responsibilities within USAID and with other Embassy sections and implementing partners, including templates for various communication tools, standards for creating and finalizing Development and Outreach Communication (DOC) materials, and guidelines for planning and managing events. The incumbent leads development of the Mission communications strategy, identifying objectives, messages, audiences, products, and budgets, and developing plans in coordination with USAID managers and technical teams, consistent with the Mission development strategy and the overall Embassy communications strategy. The Senior DOC leads in the design of public information products, ensuring that Mission communication products contain appropriate and consistent messages that support the approved Mission communications strategy; and, provides quality control on all print and electronic public information materials such as the external website, organizational brochures and information packets, and briefing books produced by the public relations contractor and other USAID staff.

Media Relations: The incumbent is responsible for Mission media activities; liaising with the Embassy Public Affairs Section (PAS) media team, and working closely with PAS staff and the DOC team to generate press coverage of USAID activities in Afghanistan. This includes arranging and preparing for press interviews, press conferences, briefings, tours of programs/projects/activities, and interaction with host-country and American journalists. The incumbent tracks USAID/Afghanistan's program/project/activity milestones and events to ensure that appropriate press coverage is provided; advises the Mission Front Office and staff on press outreach priorities, and whether coverage is culturally and politically appropriate; oversees and produces media materials (including news releases, backgrounders, and fact sheets) designed to inform editors and reporters of technical programs/projects/activities and their achievements; coordinates with technical offices and with the Embassy PAS section to produce and release timely, accurate, and useful written material for the host-country and American media; and, advises and works with PAS to expand opportunities for coverage of USAID efforts. The incumbent helps technical offices to define activities for coverage, participates in field visits to assess newsworthiness, and accompanies the press to interviews and site locations for filming.

Public Events and Visitors: The incumbent plans and executes activities to present Mission programs to the public and to VIP visitors, including a range of communications tools and distribution to a variety of audiences. The DOC prepares information for high-level officials to highlight key USAID/Afghanistan programs/ projects/ activities and strategies; and, provides or supervises advance work for planning, including scheduling, coordination with technical teams (and other Embassy sections as appropriate), and overseeing the production of briefing materials and troubleshooting during VIP visits. For project site visits or events that involve the Ambassador, Deputy Chief of Mission, and/or the USAID Director or Deputy Director, the Senior DOC Specialist ensures that all event information (e.g., scene setters, talking points, speeches) have been prepared, and meet quality standards and time requirements. The Senior DOC Specialist (Advisor) coordinates and consults with technical offices on program/project/activity signing ceremonies or other milestone events, including finalizing press releases and ensuring logistics are handled.

B. Publicity Materials:

The incumbent is responsible for the production of high-quality print and electronic communications products that translate complex messages and technical information into understandable, meaningful messages that resonate with a variety of audiences, both Afghan and American. The incumbent serves as editorial director of all published and website materials, including information brochures, special publications, and the USAID/Afghanistan website; manages small public relations contractors as needed in producing graphic designs, written text, photographs and other outsourced products; and, ensures that contractor tasks are completed in a cost effective, high-quality, and timely manner. The incumbent oversees and develops regular and specialized information materials for Washington opinion leaders and audiences, in coordination with the Office of Afghanistan and Pakistan Affairs (OAPA) and LPA colleagues; serves as Mission Point of Contact (PoC) for Agency Branding Graphic Standards, within USAID/Afghanistan and among partners; prepares and keeps current a packet of informational materials communicating Mission strategic priorities and focus areas; acts as editor for key reports and documents, as assigned; ensures that public outreach products include people-oriented success stories that “tell our story” to external and internal audiences, and are politically and culturally appropriate; and, manages the external web site in coordination with the DOC team, ensuring that information is “fresh,” current, and inviting to browsers. Fluency in social media communications and technology is a must, for posting, developing content, assisting in project designs that focus on social media, producing video, and other tools for communicating with Washington DC and the Afghan public.

C. Public Events, Activities, and Interaction with USAID Offices and Implementing Partners:

The incumbent represents USAID/Afghanistan at the senior level on public affairs and outreach matters with other branches of the USG, the Government of Afghanistan, the U.S. Military, NATO, other donor nations, the UN, World Bank and other groups and institutions. The incumbent directs and coordinates USAID/Afghanistan's public events, including ceremonies, conferences, openings, and ribbon cuttings. Supervises drafting, editing, and distribution of fact sheets, press releases, and public documents. Manages posting of all information and materials to the Mission website, including photographs, success stories, fact sheets, and links to USAID partners. The incumbent maintains close

contact with USAID Kabul's implementing partners and subcontractors to guide and supervise their communications and media relations.

EVALUATION CRITERIA/SELECTION CRITERIA:

Applicants will be evaluated and ranked based on the following selection criteria:

- a) **Education:** A Bachelor's degree from an accredited college or university in English literature, Journalism, Media and Communication, International Relations, Public Relations or closely related field is required.
- b) **Work Experience:** A minimum of eight years of progressively responsible experience in journalism or public diplomacy/outreach covering international affairs or international development or as a sub-editor, editor, or bureau chief is required. The incumbent must have successful demonstrated experience in using social media; organizing and conducting roundtables and other events; producing web content, videos, podcasts; planning and delivering training; and working productively with journalists. The incumbent may be requested to provide written articles and/or materials may be requested. The incumbent should have a demonstrated success organizing and conducting roundtables and other events; producing web content, videos, podcasts; planning and delivering training; and working productively with journalists. The incumbent must have been in a supervisory role for at least three years.
- c) **Communications:** The incumbent must have Level IV (Fluent) speaking/reading of English language. Incumbent must also possess a proven ability to communicate quickly, clearly, and concisely, both orally and in writing, to include technical reports. Proven ability to communicate effectively in cross-cultural settings is needed.
- d) **Knowledge:** A thorough knowledge of international affairs, U.S. foreign policy, demonstrated ability to work with U.S. and foreign journalists, proven ability to write messages and shape information and press materials is required. A proven ability to manage promotional campaigns and design marketing materials, experience managing web content, and experience organizing and conducting public events and conferences highly needed. A demonstrated knowledge and capacity in social media and digital technology (photo and video) required. Strong written and editorial skills are a must.
- e) **Skills and Abilities:** The incumbent must have demonstrated ability to exercise sound, independent, professional judgment; mentor the Locally Employed Staff (LES); and manage an office of public-information professionals. Demonstrated capacity in social media and digital technology (photo and video) required. Strong written and editorial skills are a must. The incumbent must be a self-starter and have a strong background in press, radio, television, public information, web based media outlets and event management. The incumbent must have the ability to work in a highly dynamic, fast-paced and sometimes-difficult or dangerous environment. Incumbent must exercise high degree of diplomacy and interpersonal skills to

achieve the desired objectives in position. The incumbent must also have displayed an ability to work collaboratively and to lead teams successfully. Dependability, emotional stability, patience, persistence and tact are required, as is the ability to work calmly and effectively under pressure is a necessity. Outstanding written English communications skills, a high degree of analytical abilities, and thorough grasp of news style editorial skills is required.

Candidates meeting the above required qualifications for the position will be evaluated based on information presented in the application and reference checks. USAID reserves the right to conduct interviews with the top ranked short-listed applicants. The interview will be one of the determining factors in the final selection.

A. TERM OF PERFORMANCE

The term of the contract will be for thirteen (13) months. Within four weeks after written notice from the Contracting Officer that all clearances have been received or unless another date is specified by the Contracting Officer in writing; the incumbent shall proceed to Washington DC for two weeks of mandatory training of Foreign Affair Counter Thread (FACT) and Afghanistan Familiarization Course (FAM) before proceeding to Kabul to perform the above services which may be extended upon mutual agreement and subject to satisfactory performance and availability of funds. This position has been classified at a U.S. Government GS-14. The actual salary of the successful candidate will be negotiated depending on qualifications and previous salary history and within the salary range under the GS-Scale.

In addition, the Mission has a 35% Post Differential allowance and 35% Danger Pay. During this period you will be entitled to three Rest and Recuperation (R&R) trips.

You will be entitled to 20 days Administrative Leave plus two days of travel time for each break. In excess of the Administrative Leave, you will have to use your Annual Leave or Compensatory time for the breaks.

Physical Demands and Work Environment: Most Mission employees work a six day work week with Fridays off. The average work week is about 57 hours, with all hours over 40 as over time or comp time. Work in the office is mostly sedentary but travel to program-activity implementation sites outside of Kabul requires U.S. Government Regional Security Officer (RSO) approval, travel in fully armored vehicles and close coordination with the U.S. Embassy and U.S. Consulate security officers, Department of Defense (DoD), and International Security Assistance Force (ISAF) as relevant.

B. GENERAL INFORMATION REGARDING LIVING AND WORKING CONDITIONS IN AFGHANISTAN:

Life in Kabul, the capital of Afghanistan has somewhat improved since the establishment of the government, and great strides have been made to regularize the availability of services, utilities, and supplies of common consumer items. Living conditions, however, are still difficult but this is an historical opportunity to work closely with a dedicated team to assist the Afghans bring about peace and stability to their war-torn country. Afghanistan is an unaccompanied post. All staff will be housed on the heavily guarded and fortified Embassy compound.

C. MEDICAL AND SECURITY CLEARANCE:

The selected applicants must be able to obtain USG Secret Security Clearance by the Security Office, and a Department of State Class I Medical Clearance.

D. NOTE REGARDING COUNTER TRAFFICING IN PERSON CODE OF CONDUCT

USAID employee in the Civil Service and Foreign Service, as well as individuals employed through PSC Contract must adhere to Counter Trafficking in Persons Code of Conduct. For information on the effort to counter all forms of human trafficking, including the procurement of commercial sex acts and the use of forced labor, visit <http://www.state.gov/g/tip>. For more information about USAID, visit <http://www.usaid.gov>.

E. BENEFITS AND ALLOWANCES:

As a matter of policy and as appropriate, a Personnel Service Contract (PSC) is normally authorized to the benefits and allowances listed in this section.

A. BENEFITS:

1. Federal Insurance Contributions Act (FICA)
2. Contribution toward Health & life insurance
3. Pay Comparability Adjustment
4. Eligibility for Worker's Compensation
5. Annual Salary Increase (If Applicable)
6. Annual and Sick Leave
7. Access to Embassy medical facilities, commissary and pouch mail service as per post policy
8. Medevac Insurance

B. ALLOWANCES (If Applicable)*:

1. Temporary Lodging Allowance (Section 120)
2. Living Quarters Allowance (Section 130)
3. Post Allowance (Section 220)
4. Supplemental Post Allowance (Section 230)
5. Post Differential (Chapter 500)
6. Payments during Evacuation/Authorized Departure (Section 600) and
7. Danger Pay (Section 650)
8. Education Allowance (Section 270)
9. Separate Maintenance Allowance (Section 260)
10. Education Travel (Section 280)

* Standardized Regulations (Government Civilians Foreign Areas).

C. FEDERAL TAXES:

United States Personnel Service Contracts are not exempt from payment of Federal Income taxes under the foreign earned income exclusion.

F. CONTRACT INFORMATION BULLETINS

General Provisions in USAD regulations and contract.

AAPD 10-03	AIDAR, Appendix D: Implementing Benefits for same-sex domestic partners of USPSCs
AAPD 10-01	Personal Services Contracts – Changes in USG Reimbursement Amounts for Health Insurance and Physical Examination Costs
AAPD 06-12	Homeland Security Presidential Directive-12 (HSPD-12) Implementation
AAPD 06-11	Home Leave and Revised General Provision 5, Leave and Holidays
AAPD 06-10	PSC Medical expense payment responsibility
AAPD 06-08	AIDAR Appendices D and J: Using the Optional Schedule to Incrementally fund Contracts
AAPD 06-07	AIDAR, Appendix D: Contract budget, salary determination and salary increase
AAPD 06-01	Medical evacuation insurance
AAPD 05-02	Clarification of Policy for Personal Services Contracts with Anticipated Contract Performance Periods Exceeding Five (5) Years
CIB 01-10	Revision of medical clearance process – PSC with U.S. Citizens
CIB 01-07	Clarification of the extension/renewal policy regarding PSCs
CIB 01-05	Clarification of the Rest and Recuperation (R&R) Policy Regarding Third Country Nationals
CIB 00-08	Revision of Competitive Process – PSCs with U.S. Citizens
CIB 00-03	FICA & Medicare Tax Rates for Personal Services Contracts
CIB 98-23	Guidance regarding Classified Contract Security and Contractor Personnel Security Requirements
CIB 99-22	PSC Policy
CIB 98-16	Annual Salary Increase for USPSCs
CIB 98-14	Change in Required Application Form for USPSCs
CIB 98-11	Determining a Market Value for Personal Services Contractors Hired under Appendix D.
CIB 97-17	PSC's with U.S. Citizens or U.S. resident aliens
CIB 97-16	Class Justification for use of Other Than Full and Open Competition for Personal Services Contracts with U.S. Citizens Contracted with Locally, with CCNs and TCNs Subject to the Local Compensation Plan, and for Overseas Contracts of \$250,000 or less
CIB 96-23	Unauthorized Provision in Personal Services Contracts

CIB 94-09	Sunday Pay for U.S. Personal Services Contractors
CIB 93-17	Financial Disclosure requirements under a Personal Services Contract
CIB 89-29	Use of Government Bill of Lading for Transportation of Personal Service Contractor (PSC) Household Effects, Unaccompanied Baggage and Privately Owned Vehicles

Various Contract Information Bulletins (CIBs) and Acquisition and Assistance Policy Directives (AAPDs) pertain to Personal Services Contracts can be found at:

<http://www.usaid.gov/work-usaid/aapds-cibs>

Additionally, AIDAR Appendixes D applies to PSCs can be found at:

<http://www.usaid.gov/policy/ads/300/aidar.pdf>

G. REQUIRED FORM AND DOCUMENTS FOR INITIAL CONSIDERATION:

Interested applicants must submit the following documents or their applications may not be considered for this position:

1. U.S government AID 302-3 form which is available at the following websites:
<https://www.usaid.gov/sites/default/files/documents/1866/a302-3.doc>
2. At current curriculum vitae (CV) or resume;
3. A minimum of three (3) references, who are not family members or relatives, with working telephone and email contacts. The applicant's references must be able to provide substantive information about his/her past performance and abilities. USAID/Afghanistan will only contact references for the finalist, and will only do so with the permission of the applicant.
4. A written statement (cover letter) that addresses the Evaluation/Selection Criteria in this solicitation.

The CV/resume must contain sufficient relevant information to evaluate the application in accordance with the stated evaluation criteria. Broad general statements that are vague or lacking specificity will not be considered as effectively addressing particular selection criteria.

H. APPLYING

All applications must be submitted electronically by e-mail with the subject line **Senior Development Outreach and Communication Specialist (Advisor) SOL-306-16-000012/OPPD** to:
KblAIDPSCjobs@usaid.gov.

Attention: USAID/Afghanistan
Human Resources Office

Applicants may submit an application against this solicitation at any time but prior the closing date mentioned above unless revised. The highest ranking applications may be selected for an interview.

Solicitation No: SOL-306-16-000012/OPPD

**Senior Development Outreach and
Communication Specialist (USPSC)**

Only short listed candidates will be contacted.

Point of Contact:

Any questions about this solicitation may be directed to: KblAIDHR@usaid.gov.

Note: No in-person appointments or telephone calls will be entertained, unless you are required to have more information about this solicitation.

Place of Performance

USAID/Afghanistan
U.S. Embassy
Great Massoud Road
Kabul, Afghanistan